

Altavilla Vicentina, 12 May 2011

**Poster paper for digital printing by Mosaico: the brochure becomes interactive with the QR CODE**

Immediate reading, rapid information gathering. In a word: interactivity.

The new brochure **Poster paper for digital printing by Mosaico**, from the Burgo Business Unit that designs, creates and distributes special papers, now incorporates a QR (Quick Response) code, which lets you connect directly to a special website optimised for mobile phones, using a cell phone, a smartphone or other multimedia devices such as an iPad. Consulting the entire range of graphic papers and paper for food packaging, and contacting the Mosaico Specialty Papers Business Unit by telephone or email has never been so easy or so fast.

**When printing demands top performance**

The Mosaico range of papers for large format digital printing was designed specifically to enhance the printing performance and maintain it in all environmental conditions. The print stock is a decisive factor for the effectiveness of any advertising campaign, which has to maintain the force of its communication (achieved with large illustrations, colours, and nuances) throughout.

**There are three product families in the poster paper brochure:**

**Digital city:** the one-side coated pure cellulose paper, with a double treatment layer on the printing side, specifically for railway platform notices, bus stops, and front-lit and back-lit posters. The good brightness and homogeneous transparency make it a versatile paper for outdoor posters, with excellent printing fidelity. Digital City is available in two versions, with different degrees of ink absorption.

**Digital Blue:** as the name suggests, this paper has "blue" backing to guarantee total opacity. Resistant to folding, tearing and ink flaking, it is a paper that can be applied easily to any support, and it is perfect for outdoor advertising with pre-wetting. Digital Blue comes in three variants with three drying speeds.

**Digital Eco:** designed specifically for eco-solvent inks, this is a pure cellulose one-side coated paper with excellent printing fidelity, enhanced by the good degree of brightness, and excellent resistance to atmospheric agents. It is ideal for outdoor posters, even with pre-wetting, and is also available in a "Blue" version, with an anti-transparency back.

In line with the principles of the Burgo Group, the entire Mosaico Digital range is fully recyclable, with characteristics that make it particularly attune to environmental requirements. Digital City and Digital Blue are also available with FSC® certification.

All the necessary information is available from the site [www.mosaicopapers.com](http://www.mosaicopapers.com).